

## ABSTRACT

The object of the present invention is to improve the quality of picture in the image. According to the present invention, by forming the luminance signal of pixel based on red signal, green signal and blue signal per pixel of video signal by the luminance signal forming means and detecting the saturation per pixel of the video signal by the detection means, and compression processing the red signal, green signal and blue signal of the corresponding pixel without changing the hue and saturation but changing the brightness of pixel based on the luminance signal and the detection result of the saturation of the corresponding pixel by the compression processing means, and by controlling signal levels of red signal, green signal and blue signal compression processed by the compression processing means as necessary without changing hue and luminance but changing saturation of pixel by the control means, the red signal, green signal and blue signal can be compression processed with greatly reduced color fading of pixels and the image can be prevented from losing the chromatic tone. And thus, the video signal processing device and its method capable of improving the quality of picture in the image can be realized.